



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 331697

Schedule Dates 09/19/12-09/25/12
Advertiser Mitt Romney for President (5341)
Agency American Rambler Productions (5998)
Product Political - Federal Candidate (1067)
Brand 206 ROMNEY (137367)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KINCAID,STEPHANIE
Phone/Fax /
CPE 206
Account Types National/Political
Billing Type Standard
Comments ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Jill Hipskind
CO-OP No
Headline # 06318388
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,991.25
Net Total \$79,283.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 120
Rate \$93,275.00
\$93,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	6A- 6:30A (EST)				1	1	1			3	\$850.00	\$2,550.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
2.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	6A- 6:30A (EST)		1	1						2	\$850.00	\$1,700.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
3.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	7A- 8A (EST)		1	1						2	\$775.00	\$1,550.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
4.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	7A- 8A (EST)				1	1	1			3	\$775.00	\$2,325.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
5.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	8A- 9A (EST)		1	1						2	\$725.00	\$1,450.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
6.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	8A- 9A (EST)				1	1	1			3	\$725.00	\$2,175.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
7.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	9A- 10A (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
8.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	9A- 10A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
9.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	10A- 11A (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
10.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	10A- 11A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
11.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	10:58A- 11:57A (EST)		1	1						2	\$550.00	\$1,100.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
12.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	10:58A- 11:57A (EST)				1	1	1			3	\$550.00	\$1,650.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
13.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	12P- 1P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12
14.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	12P- 1P (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	IX MAX/DAY	9/17/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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Contract #	331697	Date Entered	09/17/12
Schedule Dates	09/19/12-09/25/12	Last Modified	09/17/12
Advertiser	Mitt Romney for President (5341)	Entered By	Jill Hipskind
Agency	American Rambler Productions (5998)	CO-OP	No
Product	Political - Federal Candidate (1067)	Headline #	06318388
Brand	206 ROMNEY (137367)	Demo	
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Order Type	Normal
Sales Office	Telerep/Philadelphia	Package Deal	
Buyer Name	KINCAID,STEPHANIE	Commission %	15.00
Phone/Fax	/	Commission	\$13,991.25
CPE	206	Net Total	\$79,283.75
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	ROMNEY FOR PRESIDENT ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	120	\$93,275.00
Grand Total:	120	\$93,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	1P- 2P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
16.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	1P- 2P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
17.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	4P- 5P (EST)				1	1	1			3	\$825.00	\$2,475.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
18.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	4P- 5P (EST)	1	1							2	\$825.00	\$1,650.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
19.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	5P- 5:30P (EST)				1	1	1			3	\$850.00	\$2,550.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
20.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	5P- 5:30P (EST)	1	1							2	\$850.00	\$1,700.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
21.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	5:30P- 6P (EST)	2	2							4	\$875.00	\$3,500.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
22.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	5:30P- 6P (EST)				2	2	2			6	\$875.00	\$5,250.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
23.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	6P- 6:30P (EST)				1	1	1			3	\$1,100.00	\$3,300.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
24.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	7A- 8A (EST)							2		2	\$325.00	\$650.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
25.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	6P- 6:30P (EST)		2	2						4	\$1,100.00	\$4,400.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
26.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	7P- 7:30P (EST)		1	1						2	\$850.00	\$1,700.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
27.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	6:58P- 7:30P (EST)				1	1	1				\$850.00		Charlotte (WSOC)	1X MAX/DAY	9/17/12
27.0.1	Preempt	09/20/12															Charlotte (WSOC)	No Avail/Exception -	

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Buyer Name KINCAD,STEPHANIE
Phone/Fax /
CPE 206
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Billing Type Standard
Comments ROMNEY FOR PRESIDENT
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Date Entered 09/17/12
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Entered By Jill Hipskind
CO-OP No
Headline # 06318388
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,991.25
Net Total \$79,283.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012
Spots 120
Rate \$93,275.00
Grand Total: 120 \$93,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0.2	Preempt	09/19/12															Charlotte (WSOC)	No Avail/Exception -	
27.0.3	Preempt	09/21/12															Charlotte (WSOC)	No Avail/Exception -	
28.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	7:30P-7:56P (EST)				1	1	1			1	\$850.00	\$850.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
28.0.1	Preempt	09/20/12															Charlotte (WSOC)	Program Change/Exception - NFL	
28.0.2	Preempt	09/21/12															Charlotte (WSOC)	No Avail/Exception -	
29.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	7:30P-7:56P (EST)			1	1					2	\$850.00	\$1,700.00	Charlotte (WSOC)	1X MAX/DAY	9/17/12
30.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	11P-11:35P (EST)				2	2	2			4	\$925.00	\$3,700.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
30.0.1	Preempt	09/20/12															Charlotte (WSOC)	Program Change/Exception - NFL	
30.0.2	Preempt	09/20/12															Charlotte (WSOC)	Program Change/Exception - NFL	
31.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	11P-11:35P (EST)			2	2					4	\$925.00	\$3,700.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
32.0	Normal Line / Spot	09/19/12-09/19/12	5	:30	11:35P-12:05A (EST)					2				2	\$500.00	\$1,000.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
33.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	11:35P-12:05A (EST)			2	2					4	\$500.00	\$2,000.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12

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34.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	5:30A- 6A (EST)									6	\$425.00	\$2,550.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
35.0	Normal Line / Spot	09/24/12-09/25/12	5	:30	5:30A- 6A (EST)		2	2						4	\$425.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
36.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	10P- 11P (EST)				1						\$6,500.00		Charlotte (WSOC)	2X MAX/DAY	9/17/12
36.0.1	Preempt	09/20/12															Charlotte (WSOC)	Program Change/Exception - NFL	
37.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 9A (EST)							2		2	\$475.00	\$950.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
38.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	12P- 12:30P (EST)							2		2	\$275.00	\$550.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
39.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	8P- 11:30P (EST)							3		3	\$2,500.00	\$7,500.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
40.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	11:30P- 12:05A (EST)							2		2	\$850.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
41.0	Normal Line / Spot	09/22/12-09/22/12	6	:30	5:30A- 6A (EST)							1		1	\$250.00	\$250.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
42.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	7A- 8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
43.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	8A- 9A (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
44.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	9A- 10A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
45.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	12P- 12:30P (EST)							2		2	\$275.00	\$550.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12

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46.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	6P- 6:30P (EST)								1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
47.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	8P- PRIMETIME EMMY AWARDS								2	2	\$5,500.00	\$11,000.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12
48.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	12:05A- 12:35A (EST)					2	2			4	\$500.00	\$2,000.00	Charlotte (WSOC)	2X MAX/DAY	9/17/12

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SEP17/12 13.35
*** WSOC-TV ***

REP HEADLINE# 6318388
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 13.35
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-800A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$775.00	9/24	9/25	2		M-TU	2
4			700A-800A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$775.00	9/19	9/21	3		W-F	3
5			800A-900A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$725.00	9/24	9/25	2		M-TU	2
6			800A-900A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$725.00	9/19	9/21	3		W-F	3
7			900A-1000A PROGRAM : LIVE WITH KELLY CON COM1 : 1X MAX/DAY	30		\$375.00	9/24	9/25	2		M-TU	2
8			900A-1000A PROGRAM : LIVE WITH KELLY CON COM1 : 1X MAX/DAY	30		\$375.00	9/19	9/21	3		W-F	3
9			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30		\$375.00	9/24	9/25	2		M-TU	2
10			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30		\$375.00	9/19	9/21	3		W-F	3
11			1100A-1200N PROGRAM : THE VIEW CON COM1 : 1X MAX/DAY	30		\$550.00	9/24	9/25	2		M-TU	2

REP HEADLINE# 6318388
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 13.35
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12			1100A-1200N PROGRAM : THE VIEW CON COM1 : 1X MAX/DAY	30		\$550.00	9/19	9/21	3		W-F	3
13			1200N-100P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$375.00	9/19	9/21	3		W-F	3
14			1200N-100P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$375.00	9/24	9/25	2		M-TU	2
15			100P-200P PROGRAM : THE CHEW CON COM1 : 1X MAX/DAY	30		\$375.00	9/24	9/25	2		M-TU	2
16			100P-200P PROGRAM : THE CHEW CON COM1 : 1X MAX/DAY	30		\$375.00	9/19	9/21	3		W-F	3
17			400P-500P PROGRAM : DR OZ CON COM1 : 1X MAX/DAY	30		\$825.00	9/19	9/21	3		W-F	3
18			400P-500P PROGRAM : DR OZ CON COM1 : 1X MAX/DAY	30		\$825.00	9/24	9/25	2		M-TU	2
19			500P-530P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$850.00	9/19	9/21	3		W-F	3
20			500P-530P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$850.00	9/24	9/25	2		M-TU	2

SEP17/12 13.35
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			530P-600P PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$875.00	9/24	9/25	4		M-TU	4
22			530P-600P PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$875.00	9/19	9/21	6		W-F	6
23			600P-630P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,100.00	9/19	9/21	3		W-F	3
24			600P-630P PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$1,100.00	9/24	9/25	4		M-TU	4
25			700P-730P PROGRAM : INSIDE EDITION CON COM1 : 1X MAX/DAY	30		\$850.00	9/24	9/25	2		M-TU	2
26			700P-730P PROGRAM : INSIDE EDITION CON COM1 : 1X MAX/DAY	30		\$850.00	9/19	9/21	3		W-F	3
27			730P-800P PROGRAM : ET CON COM1 : 1X MAX/DAY	30		\$850.00	9/19	9/21	3		W-F	3
28			730P-800P PROGRAM : ET CON COM1 : 1X MAX/DAY	30		\$850.00	9/24	9/25	2		M-TU	2
29			1100P-1135P PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$925.00	9/19	9/21	6		W-F	6

REP HEADLINE# 6318388
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP17/12 13.35
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			1100P-1135P PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$925.00	9/24	9/25	4		M-TU	4
31			1135P-1205A PROGRAM : NIGHTLINE CON COM1 : 2X MAX/DAY	30		\$500.00	9/19	9/21	6		W-F	6
32			1135P-1205A PROGRAM : NIGHTLINE CON COM1 : 2X MAX/DAY	30		\$500.00	9/24	9/25	4		M-TU	4
33			530A-600A PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$425.00	9/19	9/21	6		W-F	6
34			530A-600A PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$425.00	9/24	9/25	4		M-TU	4
35			1000P-1100P PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$6,500.00	9/20	9/20	1		THU	1
36			700A-800A PROGRAM : SCANDAL	30		\$325.00	9/22	9/22	2		SAT	2
37			800A-900A PROGRAM : NEWS	30		\$475.00	9/22	9/22	2		SAT	2
38			1200N-1230P PROGRAM : GMA SAT	30		\$275.00	9/22	9/22	2		SAT	2
39			800P-1130P PROGRAM : NEWS	30		\$2,500.00	9/22	9/22	3		SAT	3
40			1130P-1200A PROGRAM : COLLEGE FOOTBALL	30		\$850.00	9/22	9/22	2		SAT	2

REP HEADLINE# 6318388
 *** ORIGINAL REV#0 ***

REF: TEL# 010-220-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET
 HARRIS REPORT FROM REP

SEP17/12 13.35
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
41			530A-600A	30		\$250.00	9/22	9/22	1		SAT	1
PROGRAM : CHRIS MATTHEWS												
42			700A-800A	30		\$300.00	9/23	9/23	1		SUN	1
PROGRAM : NEWS												
43			800A-900A	30		\$500.00	9/23	9/23	1		SUN	1
PROGRAM : GMA SUN												
44			900A-1000A	30		\$600.00	9/23	9/23	1		SUN	1
PROGRAM : THIS WEEK												
45			1200N-1230P	30		\$275.00	9/23	9/23	2		SUN	2
PROGRAM : NEWS												
46			600P-630P	30		\$1,000.00	9/23	9/23	1		SUN	1
PROGRAM : NEWS												
47			700P-1000P	30		\$5,500.00	9/23	9/23	2		SUN	2
PROGRAM : PRIMETIME EMMYS												
SEP/12 105875.00												CONTRACT TOTAL 105875.00
												TOTAL SPOTS 128

MARKET TOTALS \$365,086 WSOC 29% WBTV 32% WCNC 22% WCCB 13% WJZY 2% WMYT 2% WAXN 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*